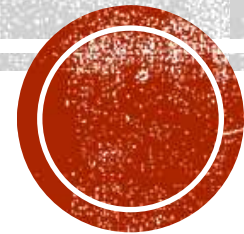
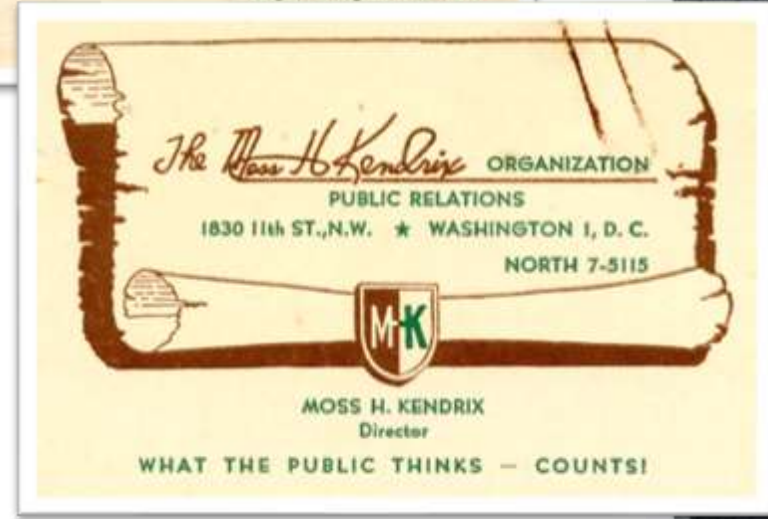
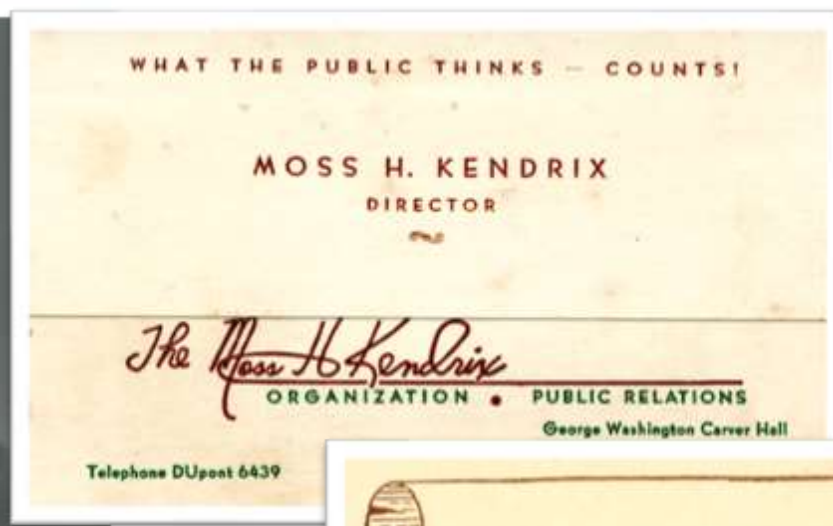


MOSS H. KENDRIX
AND THE
MOSS H. KENDRIX ORGANIZATION

Alexandria Black History Museum





Moss Hyles Kendrix was born in Atlanta, Georgia in 1917. While in Junior High School, Kendrix first discovered his interest in mass communication and working with people through his involvement in student activities and promotions.

At Morehouse College, he became editor of the *Maroon Tiger* newspaper and co-founded the Delta Phi Delta Journalism Society, the first journalistic organization for African American students.



People... around Kendrix...

At the left, Kendrix shows citation and gravel to hotel owner, Dr. J. H. Brown, right from Nashville, while associates in Coca-Cola, left to right, Nabors, Lewis and Gabe Alexander, look on.



MARKET DEVELOPERS are Kendrix' first love (hobby). Pilsman gave leadership to founding of sales group - he's prexy, which he heads with leaders, below, Louster Pemberton, Chicago Urban League, secretary, Sammy Whitman, S. Man - The Conzest Company, 1st VP, Wendell P. Aiken, East Standard Oil Company, 1st VP, and Ramon Scroggs, Michigan Bell Telephone Company, treasurer.



People...
...Behind Kendrix



Honors and Hobbies of a PRman... ... Named Kendrix

Here are photos of some of the activities of Moss H. Kendrix, the Atlanta, Ga., boy, who was recently honored in Birmingham by the Birmingham Sales and Public Relations Association, Iota Phi Lambda Society and Alpha Phi Alpha Fraternity, plus the City of Birmingham, . . . FOTO-NEWS' proudly salutes this ambassador of public relations, . . .

By FRANCES BELCHER



BIRMINGHAM'S MAYOR J. W. Morgan, on hearing that the above community organizations planned honoring the young public relations man, invited the leaders of the project to bring the honoree to his office. Upper left, the Mayor gives key to city to Kendrix, while in lower office scene, Birmingham's chief executive chats with visiting party, including, left to right, Jesse J. Lewis, chairman of events, Kendrix and Miss Peggy Mitchell, president, Birmingham Sales and Public Relations Association. This is believed to have been the first time that Birmingham had so honored a Negro. Photos by McNaair, Gomer, The Kaitika

After graduating from college, Kendrix became public relations officer for the National Youth Administration for Georgia. Drafted to serve in the army in 1941, he worked for the Treasury Department in the War and Finance Office and traveled around the country promoting war bonds with African American celebrities, including Duke Ellington and Billy Eckstine. His appointment as the director of public relations for the Republic of Liberia's Centennial Celebration likely inspired his innovative and groundbreaking career in public relations.

“Public Relations is a profession with a purpose” – Moss H. Kendrix

In 1948, he started his own public relations company, the **Moss H. Kendrix Organization (MHKO)** based in Washington, D.C.

The motto for his company was *what the public thinks - counts!* and it promoted the African American market to American businesses and organizations.

A SUCCESS STORY

“Public Relations is a profession with a purpose”, says D. C.’s most enthusiastic and energetic public relations personage, Moss H. Kendrix, of the Moss H. Kendrix Association.



HISTORY WAS MADE

Mr. Kendrix is congratulated by Duke Ellington, Ralph Matthews, Afro-American Newspapers and St. Clair Bourne, former managing editor, *People's Voice*, after their CBS broadcast. On this broadcast Negro war correspondents were heard from foreign countries for the first time in history. Ollie Stewart, *Afro-American*, was from Casablanca, while David Orro, from London, and Randy Dixon, Pittsburgh, were from London.

Negro Kenneth Spencer Orchestra. (CBS Photo)

MOSS KENDRIX: "Mr. Public Relations"
At 36, He Is Almost Legendary Figure



MAN OF THE MONTH

PUBLICIST INTERNATIONAL

Moss Hyles Kendrix

851 20th Street, N^W
Atlantic 2138

IN 1927 Eleventh Street, Northwest, Washington, D. C.—American headquarters of the Republic of Liberia’s Centennial Commission—mild-mannered, youthful, Georgia-born Moss Hyles Kendrix fills what is certainly one of the nation’s most important public relations positions.

Why did the distinguished architect-city planner, Hilyard R. Robinson, Technical Director for the Centennial Commission, select this Wonder Boy of Public Relations to assist him in the promotion of the Liberian Centennial and Victory Exposition? Surely there were older men, but few more adept at influencing people and promoting ideas. Thus this significant international appointment went to EYES’ feature personality of the month.

Born in Atlanta, 1917, just a short distance from Morehouse College, Moss Hyles Kendrix probably started his public relations career as early as his junior high school days, when he was identified with almost every student activity and promotion at his school. This urge to work with people followed young Kendrix to Morehouse College where he was editor of the *Maroon Tiger*, chairman of the Morehouse Open Forum, co-founder of Delta Phi Delta Journalistic Society—the first and only journalistic organization in existence in Negro colleges, and a part-time member of the college publicity staff.

Upon graduation from college in 1939, Mr. Kendrix was appointed public relations officer for the National Youth Administration for Georgia and assistant director for the Negro division of the Georgia Public Forums. He later became director of the forum project. After being with the National Youth Administration for two and a half years, he was promoted to the post of public relations and personnel officer for that agency’s southeastern region, which embraced the states of Georgia, Florida, South Carolina, Tennessee, Alabama and Mississippi with headquarters at Atlanta.

Other positions held by Mr. Kendrix included the Managing editorship of *A Monthly Summary of Events and Trends in Race Relations*, published by the Julius Rosenwald Fund under the direction of the eminent Dr. Charles S. Johnson of Fisk University; Army public relations as a GI; public relations for the Y.M.C.A.; and publicity representative for the War Finance Division of the U. S. Treasury.

In the spring of 1939, while a college senior, our young publicist originated National Negro Newspaper Week, now annually sponsored by the Negro Newspaper Publishers Association—this was two years before the National Publishers Association launched its press week observance.

As a project of Negro Press Week, Mr. Kendrix initiated the series of broadcasts which are heard each year during the celebration. He is a talented radio script writer and has appeared frequently on broadcasts as commentator and speaker, but much prefers to listen to his scripts being performed by professionals. His first nationwide radio appearance was in 1941 when he was guest on *Wings Over Jordan* as Negro Press Week speaker. *Wings Over Jordan’s* Dr. Settle at that time called him “Wing’s” youngest speaker.

For five years Mr. Kendrix directed Negro Newspaper Week, which gave him wide contact with editors, publishers and people in radio—these contacts he labels “my most valuable and interesting experiences.” Herein may lie the answer to why Moss Hyles Kendrix is public relations officer for the Centennial Commission for the Republic of Liberia. Most of all he loves his work for which he has untiring stamina. His personal goal is one new idea each day, but “boss” and associates intimate that he usually has many more and they are mostly good ones.

Although Mr. Kendrix opines that effective public relations projects must be handled through “blueprinted campaigns” (an innovation of architect boss) implemented by press and radio, he ardently adheres to methods of direct contact—no person is too insignificant to share his time. *Is this a clue to his early success?*

For the past few years, particularly since 1954, America's leading magazines and newspapers have devoted more and more space to analyses of the so-called Negro question. Even more recently, these same publications have been concerned with the increasing importance of the Negro as an economic factor on the American scene.

Several things have aroused this relatively sudden interest in the dark-skinned American, the more prominent being the Negro's own stepped-up quest for equal education and his growing economic independence.

Of great significance is his purchasing power which equals that of Canada, exceeds the value of all goods exported by the U.S. He represents a rich, growing market for the things people eat, drink, wear and use.

However, beneath this popular surface are other forces, currents that have been quite strong, but practically unknown by the general public. Among these are the individuals, the pioneers, so to speak, with vision, ability and stamina to effectually take advantage of opportunities current events and trends offer.

One among these is Moss H. Kendrix whose drive and personable bearing have served him well in his tireless pursuit of a dream. He is fired with the idea that the Negro market, toward which American industry is daily casting a more covetous eye, holds promise of heretofore unheard-of advancement for young Negro men and women seeking careers outside the old professions of law, medicine and education.

516 WHO'S WHO AMONG STUDENTS

1950-51

Edited by
H. PETER WANDALL

WHO'S WHO
IN AMERICAN UNIVERSITIES
AND COLLEGES

1959-1960 147

WHO'S WHO
IN PUBLIC RELATIONS
(International)

CHRISTIAN E. BURCKEL & ASSOCIATES
Publishers
Yonkers-on-Hudson, N. Y.

ROBERT L. BARBOUR

WHO'S WHO
IN
COLORED
AMERICA

An Illustrated Biographical Directory of Notable Living Persons
of African Descent in the United States

Edited by
G. JAMES FLEMING
and
CHRISTIAN E. BURCKEL

SEVENTH EDITION
1950

THIS PUBLICATION IS NOT
THAT OF A. N. MARBOUR &
CO. OF THE PUBLICATION
KNOWN AS "WHO'S WHO IN
AMERICA"

APKA, Assoc. Med. Wives Ass., Med. Soc.
Evan., Ass.
KENDRIX, MOSS HIBLES, Dr. Genesee,
Moss H. Kendrix Organization, 1410
Broadway N. W., Washington, D. C. Am.
1721 One Plaza, N.E., Washington, D. C.
Adams, Dr. March 4, 1917, 40 Madison
Ct. 1410 Vermont pub. off. names, Pea-
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193-42, Montag, 46, A Monthly Summary
of Events and Trends in Race Relations, Pub.
Club, 1941-51, pub. 1951, 1941, pub. off. a
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Pub. Bk. Assn., Nat. Cong. of Colored
Parents & Teachers, Adams Dr., World, Ethn.,
Howard Univ., Miss. Club, Assn., Miss.
Assn. and others, Mrs. Nat. (Negro) Busi-
ness League (N. Y.), D.C. Coll. (N.Y.), Ethnol.
Division, Council of Nat. Assn. of Me. De-
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Nat. Pub. Bd., Board, 1951, 1951, 1951,
Club Assn., Executive of Assn., Nat. Assn.
of Colored Women's Clubs (N.Y.), 1951, 1951,
Club, 1951, 1951, 1951, 1951, 1951,
KENDRIX, HENRY M., Exec. Dir. Pub.
Bd. & Assn., Commercial Relations Company
of America, 763 Broad St., Newark 1, N.J.
Rm. 224 Irving Ave., South Orange, N.J.
Trenton July 1, 1951, 1951, 1951,
Yak -

The Moss H. Kendrix Organization was interested in appealing to the African American market by promoting and advertising directly to African American consumers.

According to Kendrix's 1951 proposal to the Coca-Cola Company, the "Negro Market" was comprised of 14 million people and he wanted to cultivate "promotions and sales schemes that are psychologically angled toward the people of this consumer group."

Although much of his work was domestic, Kendrix's organization worked with both national and international companies.

YOU ARE DOUBTLESS AWARE OF THE FACT THAT NEGROES OF THE UNITED STATES COMPRISE A VERY LUCRATIVE MARKET FOR COCA-COLA. ALTHOUGH COCA-COLA IS CURRENTLY SELLING A GREAT QUANTITY OF ITS PRODUCT ANNUALLY TO NEGROES, WE ARE OF THE OPINION THAT SPECIFIC PROMOTION OF THE BEVERAGE FROM THE NEGRO ANGLE WOULD GREATLY INCREASE YOUR SALES VOLUMN IN THIS PARTICULAR MARKET.



Since African American people were a relatively untapped market for many major brands, Kendrix began working with companies on advertisements in media with positive depictions of Black models and celebrities to appeal to African American consumers.

Kendrix used data from national surveys to inform his partners on what Black consumers were interested in, media they supported, and general trends about Black Americans.

They used this information to target certain demographics with their advertisements in order to maximize engagement and profits.



MEDIA SUPPORT OF NEGRO PREMIUM

Week I Week II Week III Week IV Week V Week VI Week VII Week VIII
9/14 9/21 9/28 10/5 10/12 10/19 10/26 11/2

NEWSPAPERS
 54 Papers
 4 Insertions
 1000-11
 2-C*
 1000-11
 2-C*
 1000-11
 600-11
 B&W

RADIO
 103 Stations
 75% of spots
 75% of spots
 50% of spots
 50% of spots
 75% of spots
 75% of spots
 50% of spots

EBONY
 1 page
 B&W
 October Issue,
 on sale date 9/16

200,000 Delegates Will Spend \$20,000,000,000

WASHINGTON — Over 200,000 delegates to the National Negro Convention throughout the United States will spend an estimated \$20,000,000 this year for hotels, food and other expenses, according to a report by Mrs. H. Jackson, editor of the Negro magazine, published in Washington, D. C., by Arthur J. Jackson, Assistant Secretary of the Negro Press Association.

Chicago has been selected as the average headquarters for the convention and the average expenditure per delegate is \$100. Mrs. Jackson said that the convention will be held from Oct. 1 to Oct. 15 and that it will include transportation of the delegates to and from the convention office. Mrs. Jackson's estimate, however, did not include convention promotional expenditures of the parent organization.

Conclusions of the GO effort were based on information from a joint survey compiled by the Negro Guide and The Negro II. Kendrix Organization, a Washington, D. C., public relations firm. A newspaper calendar compiled from the survey is included in the 1950-50 which is a magazine dedicated to travel and superior hotel facilities available to Negro citizens.

Of the 20,000,000,000 to be spent Mrs. Jackson pointed out that Washington, New York and Chicago are estimated to get the most.

Are Negroes in general (or by certain territorial areas) turning more toward nation media for entertainment, news, home service, etc.? If so, has this movement been felt to any important extent by the Negro Press and Radio?

Any knowledge of popularity of Ebony, Tan and Jet by regions of U.S., other than indicated by territorial trends of circulation?

Is the Negro consumer influenced in their purchasing by companies who are owned or represented by Negroes vs. those solely white?

Does the Negro in general appreciate being sought out as a customer by means or efforts designed especially for his race?

Is there a wide economic difference between the Southern and Northern Negro population?

A. If there is, how does it affect the purchasing pattern of the Northern Negro vs. the Southern? Does one group buy higher priced brand products than the other?

Kendrix employed many people from diverse backgrounds at the Moss H. Kendrix Organization, including women and people of color.

Kendrix gave jobs to recent college graduates, such as Betty Jean Bennett (pictured below).



DEGREE AND JOB—Miss Betty Jean Bennett, June graduate of South Carolina State College smiles approvingly as she views letter announcing her appointment as staff assistant with The Moss H. Kendrix Organization, Washington, D. C., public relations firm. At right Dr. Mary Pinkston Torian, head of business area at the Orangeburg institution shares the joy of young lady who received top honors in the 1960 class. Miss Bennett will work in the unit for Coca-Cola at MHKO. Looking on, left to right, are John Fleming, Charleston Coca-Cola Bottling Company, and Charles Boone, Columbia Coca-Cola Bottling Company, both South Carolina natives who have been associated with Coca-Cola for a number of years. Last June another South Carolinian, Miss Emily Thompson, 1959 Allen University graduate was employed by MHKO.

'K' Girls—The lovely feminine staff of the Moss H. Kendrix Organization, Washington, D. C. Left to right: Helen I. Goodman, Mary Esther Rollins, Jessica C. Thomas, office manager; Helena C. Lambeth and Frances O. Keeno.—Cabell Photo.



With his PR company, Kendrix worked with many notable companies and entities, including The Coca-Cola Company, Carnation Milk, the Republic of Liberia, the National Negro Publishers Association, the Bahamas Development Board, the National Education Association, and many more.

Kendrix created original proposals illustrating how they could appeal to the African American market specifically. Many were successful, leading to long-term relationships, while others were politely declined.

TO KEY PERSONS IN WASHINGTON



A PROPOSAL SUBMITTED BY
THE MOSS H. KENDRIX ORGANIZATION

Dear Mr. Graham:

I request the opportunity of presenting to you a plan designed to increase the sales of Joe Louis Punch and other products of your company in the Negro market.

MOSS H. KENDRIX
IS ON THE AIR
WITH
"PROFILES OF OUR TIMES"
for
THE
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SUNDAYS 9:45-10:00 P.M.
Listen! WWDC...
SUNDAY, FEBRUARY 27 - 9:45 P.M.
** No! It ain't so. But it can be yours - a proposal!*

A vintage radio broadcast advertisement on a yellowish background. It features a central illustration of a man in a suit holding a microphone. To the right is a small illustration of a radio set. The text is arranged in a vertical and horizontal layout, promoting a radio show and a company.

A vintage advertisement for Cab Company. It features a central illustration of a woman smiling, surrounded by several men in suits. Below her is a circular inset showing a woman pushing a shopping cart filled with groceries. The text "COMPANY YOU KEEP" is written in a large, stylized font at the bottom.



One of the biggest companies Kendrix worked with was The Coca-Cola Company. In the mid-1940s, he began contacting them, offering to help promote Coca-Cola to African American consumers.

Kendrix created homemade collages and illustrations for programs, advertisements, press releases, and trophy inscriptions geared toward the African American market.



A PROPOSAL
FOR

THE



COMPANY

nationwide

JACKIE ROBINSON
"COKE CLUBS"

&

GOOD CITIZENSHIP CORPS

SPONSORED BY
*Coca Cola &
Bottlers*

BROOKLYN 1st BASEMAN

JACKIE ROBINSON

COURAGE

*inspired by
HERALD STUDIO
movie*

Court the Negro market

..... and count results

submitted by.....

MOSS H. KENDRIX
WASHINGTON, D.C.

Although specifically directed toward the Negro youths of the nation, this proposal entails a plan which would indirectly reach the entire Negro population and would employ programs of advertising, public relations and sales promotion.

Kendrix proposed starting the *Jackie Robinson Coke Club and Good Citizenship Corps* to "combat juvenile delinquency and promote good citizenship among the Negro youth of the nation."

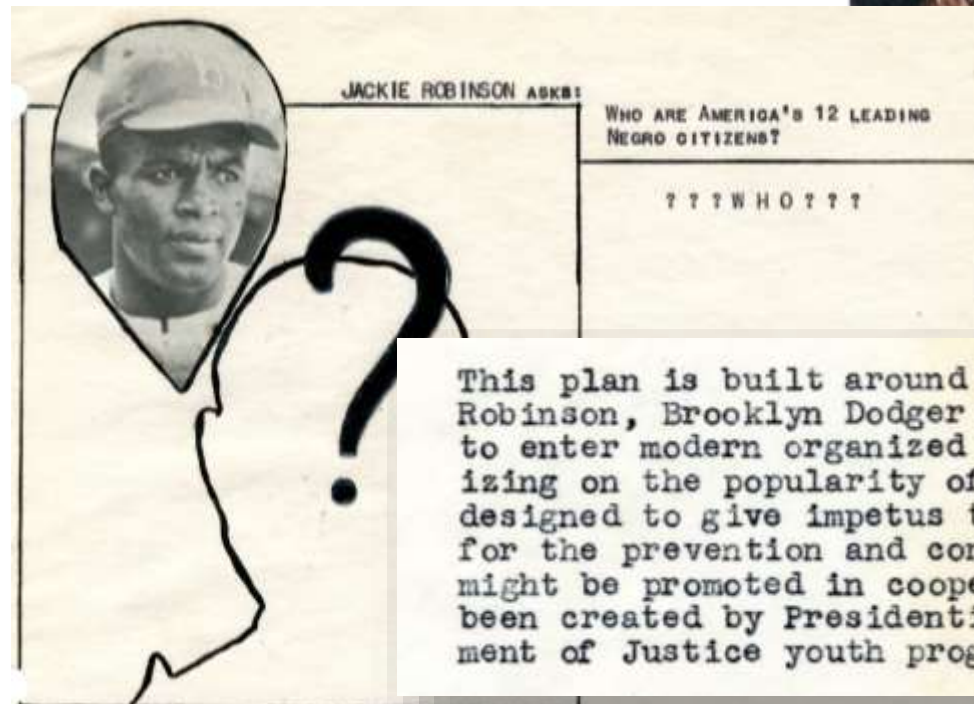
This proposal consisted of advertisements, public relations, and sales promotions sponsored by The Coca-Cola Company and its bottlers.

The Jackie Robinson Proposal consisted of three parts, each geared toward a different age range.

For the first part of the proposal, Kendrix suggested that Coke sponsor a program with Robinson for boys and girls under 14 years of age. Youth in this age range could submit good citizenship slogans for the *Jackie Robinson Bat Boy and Girl Good Citizenship Corps* and the winners would be given a Robinson button and certificate signed by him.

In the second part, Kendrix proposed that teens aged 14-18 write essays that answer Jackie Robinson's question, "Who are America's twelve leading 'Negro' Citizens?" The essay winners would receive an award and the winning citizens would be featured in Coke ads.

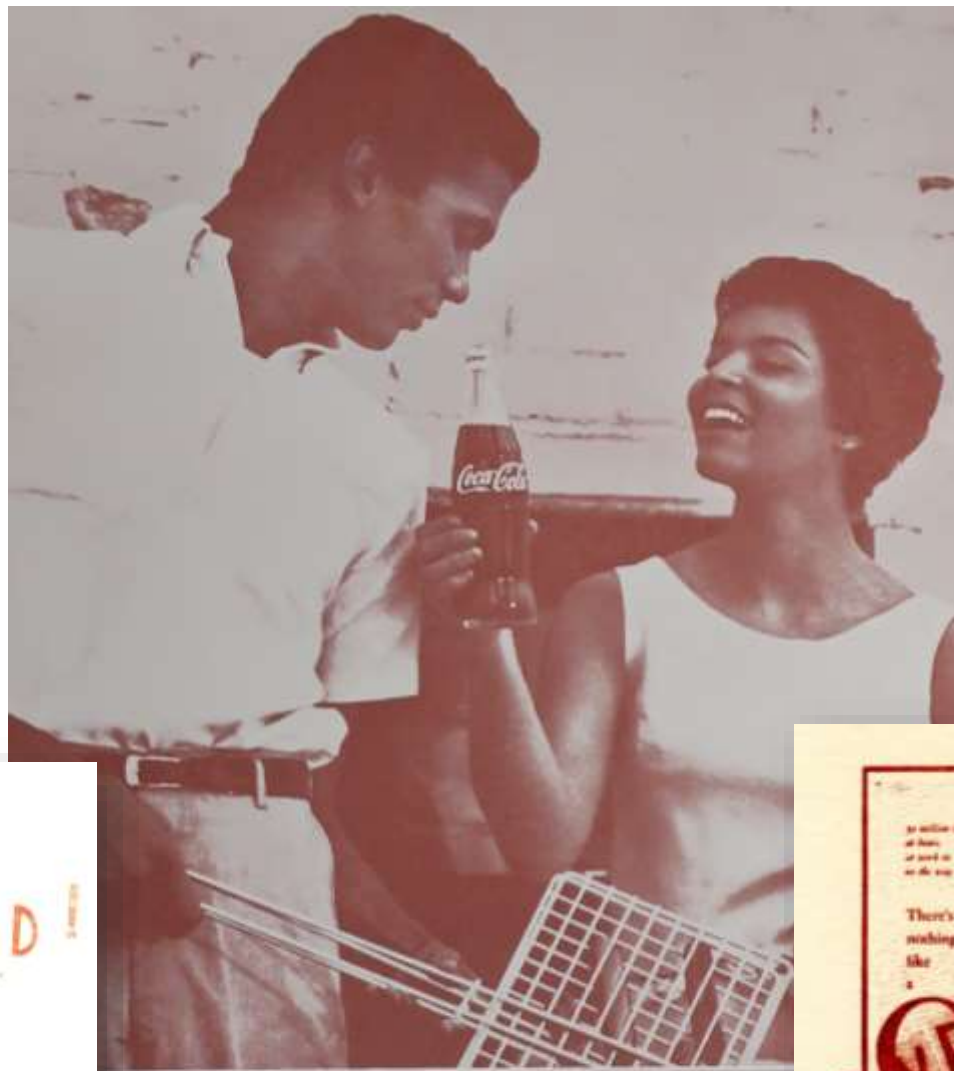
The third part of the proposal suggested the creation of a *These Twelve Scholarship Contest* where high school seniors would write an essay devoted to the selected twelve leading citizens for the chance to win one of four \$1,000 scholarships.



This plan is built around the current popularity of Jackie Robinson, Brooklyn Dodger first baseman and the first Negro to enter modern organized baseball. In addition to capitalizing on the popularity of this great athlete, the project is designed to give impetus to the Attorney General's program for the prevention and control of juvenile delinquency and might be promoted in cooperation with the committee which has been created by Presidential approval to handle this Department of Justice youth program.

Advertisements, like those on the right, flooded into African American media outlets to promote the sale of Coca-Cola products.

Although many of the ads were for the drink itself, some displayed other Coke products such as coolers and other merchandise.



go better refreshed with ice-cold Coca-Cola. Gives a lift to

things go better with Coke



Profitable *Progress* Special Events Partners...

Designed Exclusively for the Bottlers of Coca-Cola

MODEL No. 101

can be assembled by a route salesman in minutes... cuts cost of servicing special events by 75%. Perfect for indoor or outdoor use.

FEATURES

Heavy mildew-resistant red or white vinyl plastic curtain with gold veiling and sequin pattern, and silk screened trade-mark... Tan linen pattern Formica top with satin aluminum moulding. Top 18" x 72"... Bar Height 43"... Shipping weight 51 lbs.

Specify curtain color and model number of Progress cooler with which bar will be used.



PROGRESS PORTABLE BAR

FITS

ALL SIZES SPECIAL EVENTS COOLERS



200)

ALL COCA-COLA

used with portable, fully insulated. The opener.

38" long x 52 lbs.
65" long x 76 lbs.

Registered trade-marks of The Coca-Cola Company



ORDER NOW FROM

Progress REFRIGERATOR CO.
LOUISVILLE, KENTUCKY

MEMO TO: Editors and Publishers

FROM: Moss H. Kendrix

RE: Carnation Company

You will be pleased to learn, I am sure, that Carnation Company has retained our Organization to serve as their national counselor and consultant in connection with special market development.

We are most gratified to undertake this important new assignment and we anticipate that our work in behalf of Carnation products may bring us into contact with you and your paper, since we have some responsibility for Carnation's press relations.

By way of information, Carnation's World Headquarters are situated in Los Angeles and the Company now markets a wide variety of dairy, cereal and feed products in addition to Carnation Evaporated Milk, "the milk from Contented Cows." Our activities will involve work with the staff of Carnation Home Consultants in various key markets throughout the country as well as work on many special projects.

For reasons which will be obvious to you, however, we are requesting of you that no publicity be given our assignment with Carnation Company at this time. We would be more than grateful were your paper to cooperate with us in this request.

I hope that whenever you are in Washington, you will find time to visit us here in this office. Likewise, when any member of The Moss H. Kendrix Organization is in your city, it is hoped that he may have the privilege of calling on you.

Cordial best wishes.



**IT TAKES CARNATION-
AND PLENTY OF IT-
TO BUILD A BOY LIKE THIS**

It's the extra Vitamin D in Carnation that helps put the muscle in his arms, the strength in his grip and the sparkle in his smile! Carnation has twice the Vitamin D of ordinary milk. In every double-rich drop! Even when you add an equal amount of water, Carnation is richer than sweet, whole milk.* No wonder this is the healthy family milk—the best milk to start on, best milk to stay on, all through childhood!



*U.S. Dept. of Agriculture Nutritionally Rich Concentration of Protein

"From Contented Cows"

*unhappy
advertising*

The background on this subject is this: The southern negro moved north and took with him his liking for evaporated milk. However, the southern negro had moved north before nonfat dry milk came into use. Therefore, the northern negro's consumption habits may be more similar to the lower per capita consumption habits of the North than to his southern brethren who may be typical of the heavier per capita consumption pattern of the South. Usage characteristics of both southern and northern negroes are also of importance to us.

One of the Moss H. Kendrix Organization's other biggest clients was Carnation Milk. This company specialized in milk products such as evaporated milk.

Kendrix used a variety of different advertisement strategies to acquire more African American consumers for the company.

He arranged for coffee bars at events and conventions so that participants could try Carnation Evaporated Milk in their coffee. At medical conventions, he organized interviews with pediatricians to promote evaporated milk for babies and children.

Advertisements in magazines featured families enjoying meals and desserts made with Carnation Milk.

Advertisements in magazines and newspapers featured meals and desserts made with Carnation's Evaporated Milk.

"Cooking Hints" by Carnation Home Service Director, Mary Blake, was a recurring article that featured African American staff member, Rosalie Scott. It often included a recipe, like the one here for Favorite Pumpkin Pie, that always had Evaporated Milk as an ingredient.



From: Theodore R. Gills & Company
124 East 38th Street
New York 16, New York

FOR INFORMATION ONLY
NOT TO BE USED

CRM 9-69

FOR: CARNATION EVAPORATED MILK

EXCLUSIVE IN YOUR AREA

August 3, 1959 - SENT WITH STORY TO EDITORS OF NEGRO NEWSPAPERS
THROUGHOUT THE COUNTRY, "A" LIST

WHIPPED LIME SUNDAR SALAD:

The refreshing flavors of fruit are combined in a fluffy molded salad for tempting summer meals. Whipped evaporated milk as an ingredient creates the lightness in texture.

###

PHOTOGRAPH COURTESY OF THE CARNATION COMPANY



COOKING HINTS
by *Mary Blake*
Carnation Home Service Director
and her staff



It's pumpkin pie time and just thinking about it makes me hungry. My family thinks my pumpkin pies are tops. That's because they are made with extra-rich Carnation Evaporated Milk. No other form of milk gives such perfect results every time. So, whether you use my favorite recipe or one of your own, be sure to make your next pumpkin pie with Carnation. You'll say your pumpkin pies have never been so good.

Rosalie Scott

FAVORITE PUMPKIN PIE
(Makes 9-inch pie)

- 1 cup sugar
- 1 1/2 teaspoons cinnamon
- 1/2 teaspoon cloves
- 1/2 teaspoon allspice
- 1/2 teaspoon nutmeg
- 1/2 teaspoon ginger
- 1/2 teaspoon salt
- 2 eggs
- 1 1/2 cups cooked pumpkin, squash or sweet potatoes
- 1 1/2 cups (large can) undiluted CARNATION EVAPORATED MILK

9-inch unbaked single pie crust

Blend filling ingredients together well. Pour into unbaked pie crust. Bake in hot oven (425° F.) 15 minutes. Reduce the temperature to a moderate heat (350° F.) and continue baking for about 40 minutes or until knife inserted in filling comes out clean. Cool before serving.

(pic of entire Rogers family at dinner table - ready to eat. Mrs. Rogers pours Carnation in Mr. Rogers iced coffee)

(caption)

"Hum-um, this hits the spot!" exclaims Claude Rogers, Jr., as Ida Rogers pours in lots of creamy-rich Carnation in their favorite summertime beverage, iced coffee. Mr. Rogers, a member of the Washington postal service, considers this the best part of the day - sitting around the dinner table surrounded by his happy family and enjoying one of wife's imaginative "cooking with Carnation" meals.

Youth Counselor and Mother of Twins Says:

"AS YOU CAN SEE, CARNATION BELONGS IN OUR HAPPY FAMILY!"



Carnation's advertising also featured families enjoying Evaporated Milk. The Rogers family, shown here, were not actors, but a real Washington, D.C., family paid for their testimonial.



Twice as pretty and twice as much fun is what everyone says about the Rogers' adorable twin daughters, Chrys and Kerri. "You can see for yourself what a healthy headstart in life our twins received with the help of Carnation Milk," remarks Mrs. Rogers.

Kendrix arranged for Coca-Cola bottlers to provide beverage sampling booths at conventions, events, and conferences, and the sponsorship of trophies for tournaments and contests.

Already in 1964, The Coca-Cola Company has served at least one hundred groups. Among these were the AME Church's Bishops Council meeting at New Orleans, The National Association of College Deans and Registrars in Norfolk; the Alumni Council of the United Negro College Fund at Gary, Ind., the United Beauty School Owners and Operators Association at Denver, Colorado, state teachers organization in Alabama, Georgia and South Carolina, North-South Golf Tournament at Miami, United Golfers Association, Indianapolis, Indiana, and the National High School Basketball Tournament in Nashville, Tennessee.



At the close of 1956, this Organization will have extended samplings to eighty-one organizations at national, regional and state levels, with a few such participations being done on a strictly local basis-- Note "1956 in Retrospect." It is recommended that the number of convention samplings be reduced by one-half, or to a maximum of forty convention samplings.

Mayor Ivan Allen, below, presents spade to Rev. William Holmes Borders on the occasion of the dedication of Wheat Street Gardens Homes, May 26, 1964. The Mayor had used the spade at ground-breaking services for the multi-million dollar project on April 19, 1963, only eleven months earlier.



You are now in Atlanta, Ga.

City of Pride & Promise

Mayor Ivan Allen, Jr., on greeting visitors to Atlanta, has frequently said, "Welcome to Atlanta . . . the second best city in the world . . . second best to the one from which you come." Our respected, Mayor Emeritus, William B. Hartsfield, once said of the people of his beloved city: "We are too busy to hate."

Atlanta, indeed, is a city of pride, however, one possessed of modesty. Its promise is a commitment to the future, based in a past that has nurtured this city to its position of leadership in the fields of education, business and commerce.

Above all, Atlanta is proud of its positive position of intergroup understanding—a fulfillment of promise.



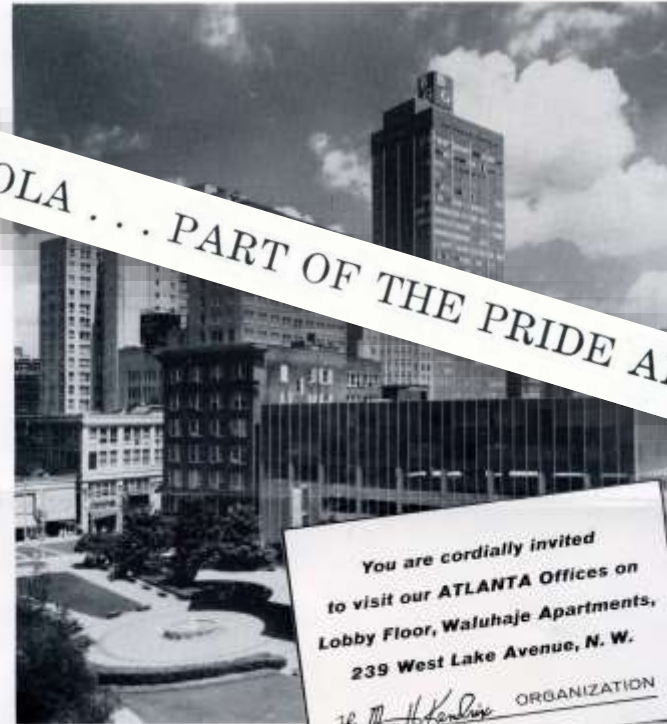
E. M. Martin, at mike, vice president and secretary, Atlanta Life Insurance Company, was one of a large group of distinguished persons addressing the thousands of people assembled at ground-breaking services. Atlanta Life and Citizens Trust Company were among community organizations cooperating with Wheat Street Baptist Church in its campaign to finance housing project.



Since Kendrix was born and raised in Atlanta, he felt a strong connection to the city; he had a second office there.

Welcome to ATLANTA!

CITY OF PRIDE AND PROMISE



COCA-COLA . . . PART OF THE PRIDE AND PROMISE OF ATLANTA

You are cordially invited to visit our ATLANTA Offices on Lobby Floor, Waluhaje Apartments, 239 West Lake Avenue, N. W.

The H. A. Kendrix ORGANIZATION

The Coca-Cola Company was also "born" in Atlanta and so together the companies would work with city events to promote the "City of pride and promise."





The Ancient Egyptian Arabic Order Nobles of the Mystic Shrine

In behalf of Grateful Shriners
presents this

Accolade of Appreciation

to

Moss Kendrick

for outstanding public service, the adherence to a Noble tradition and a long and unstinted devotion to the causes of justice, equity and prudence.

Paul E. H. ...
Imperial Recorder
Paul E. H. ...
Imperial Director of
Publicity

Joseph J. Alexander
Imperial Potentate
May S. Maloney
Deputy Imperial Potentate



In Recognition
of your
Cooperation & Services

1959

MOSS KENDRIX

The Washington Urban League expresses sincere appreciation for your contribution to its program during the past year. It is largely through the efforts of civic-minded citizens such as yourself that we are able to continue to serve the community.

The future of our nation and our cause is made more secure by the interest and counsel of keen and conscientious individuals like you.



R. J. ...
President
Stanley ...

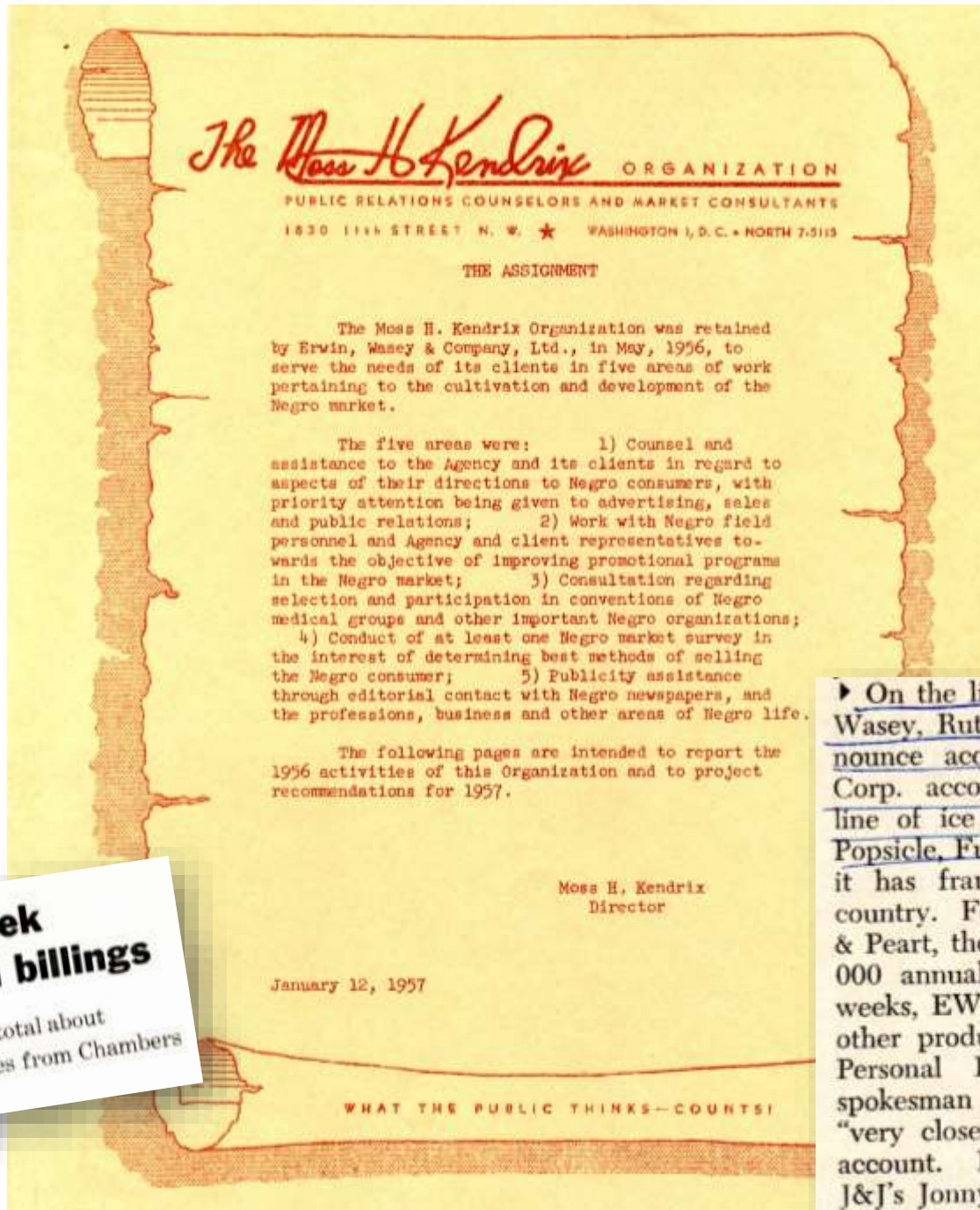
MOSS H. KENDRIX DAY OBSERVED



He received awards and accolades for his public service and groundbreaking ideas.

In May 1956, the Moss H. Kendrix Organization was retained by Erwin, Wasey, and Company, Ltd., an advertising agency that wanted to expand into the African American market.

There were five areas where MHKO would aid Erwin, Wasey, and Co.: providing counseling regarding advertising, sales, and public relations directed toward African American consumers; working with Black representatives to improve promotional programs; deciding which conventions to participate in; conducting surveys of the African American market; and helping with publicity by contacting African American newspapers, businesses, and others.



► On the list for future moves: Erwin Wasey, Ruthrauff & Ryan is set to announce acquisition of the Joe Lowe Corp. account. The company has a line of ice cream products, including Popsicle, Fudgicle and others for which it has franchise dealers around the country. Formerly handled by Paris & Peart, the account bills about \$700,000 annually. In the next couple of weeks, EWR&R expects to acquire another product of Johnson & Johnson's Personal Products division, and a spokesman describes the agency as "very close" to a West Coast aircraft account. EWR&R already handles J&J's Jonny Mop.

Erwin Wasey-R&R merger this week moves agency into top 10 in total billings
Billings for new agency—Erwin Wasey, Ruthrauff & Ryan—total about \$80,000,000. Other mergers due as Northeast Airlines moves from Chambers & Wiswell to JWT



Moss Kendrix Organization Celebrates Its Tenth Year

January 17, 1958

THE CAPITAL SPOTLIGHT

PAGE 1

Spotlight Goes To Anniversary Party

Kendrix Public Relations Firm Observes Tenth Year With Gala "Thank-You" Party

Moss H. Kendrix Organization, local public relations firm operationally, took time out last week to entertain a number of its friends. Because of its tenth anniversary, the public relations and market-
 analysts opened their Eleventh Street offices for a four-hour long
 "You" party which saw local leadership and persons from along
 tern seaboard pass through their well-appointed offices. SPOT-
 is happy to have been a part of this open house and proud to
 Moss H. Kendrix and his associates on this occasion. Publisher Ike
 k and SPOTLIGHT staffer Carmel O. Clifton (note picture, right)
 among the many guests present for the occasion. In addition to
 other associates and staffers: H. Naylor Fitzhugh (marketing
 or, Howard University); Ollie N. Thompson, Jr., Tom Hankins,
 Currell, Bob Bostick, Whit Keith, Mrs. Jessica C. Thomas, Mrs.
 C. Lambeth, Miss Helen I. Goodman, and Miss Frances O. Keene;
 associates from along the Eastern seaboard Christopher Conner,
 Mrs. Madeline Pullen & Orville Sunford, Balli; Warren Sanford,
 and Mrs. Isabelle Gordon, Washington were in kind as hostesses
 as Mrs. Fitzhugh along with Miss Audrey Brookes, Balli, and
 an Fowler, Washington, were also hostesses on the occasion.
 NT: "For ten years," said Mr. Kendrix, "Our firm has been be-
 lieving in 'WHAT THE PUBLIC THINKS—COUNTS!'"



In January 1958, the Moss H. Kendrix Organization celebrated its 10th anniversary by hosting a large gala with over 300 guests.

KENDRIX ORGANIZATION HOLDS "THANK-YOU" PARTY IN NOTICE OF TENTH ANNIVERSARY AS PUBLIC RELATIONS AND MARKETING FIRM ADDRESSED TO NEGRO CONSUMERS

Washington, D. C.--The Moss H. Kendrix Organization last weekend entertained its friends and associates at a tenth anniversary party noting the completion of a decade of existence as a public relations and marketing firm operating in the area of the Negro market.

The Moss H. Kendrix Organization continued to promote diversity and inclusion in advertisements until the late 1960s.

In December 1989, Moss H. Kendrix passed away, but his work and legacy continues to live on.

Kendrix's work played a vital part in the move toward embracing and celebrating greater diversity in advertisements and media.

Explore some of the Moss H. Kendrix Collection at: [Historic Alexandria Collection Online](#)

